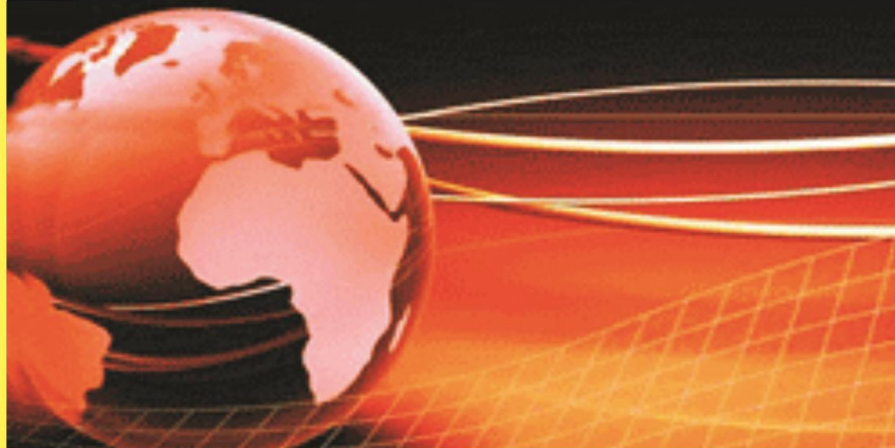


ACADEMICA

ISSN (online) : 2249-7137

ACADEMICA

An International
Multidisciplinary Research
Journal



Published by

South Asian Academic Research Journals

A Publication of CDL College of Education, Jagadhri
(Affiliated to Kurukshetra University, Kurukshetra, India)

ACADEMICIA

An International Multidisciplinary Research Journal

ISSN (online) : 2249 –7137

Editor-in-Chief : Dr. B.S. Rai

Impact Factor : SJIF = 5.099

Frequency : Monthly

Country : India

Language : English

Start Year : 2011

Indexed/ Abstracted : Ulrich's Periodicals Directory, ProQuest, U.S.A.
EBSCO Discovery, Summon(ProQuest),
Google Scholar, CNKI Scholar, ISRA-JIF, GIF, IJIF

E-mail id: academicia@saarj.com

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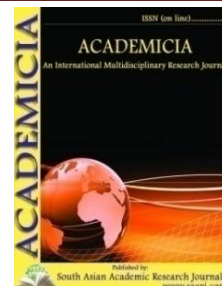


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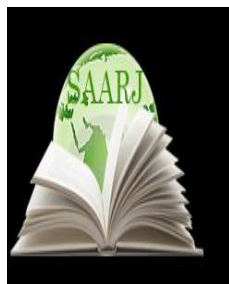
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ENERGY USE EFFICIENCY IN SUGARCANE CULTIVATION WITH RESPECT TO ERODE DISTRICT

P.Rathinam*; Dr. O.B. Pramod Kumar**

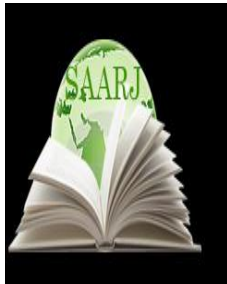
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ABSTRACT

The studied examined the energy use efficiency in sugarcane production in Erode district of Tamilnadu. Data used for the study were obtained using structured questionnaire administered to 240 randomly selected sugarcane farmers in 40 villages. Data collected were analysed using Cobb-Douglas production function and MVP – MFC analysis. The results revealed that the coefficient of animal energy, tractor energy, seed energy, fertilizer energy and irrigation energy were positive and significant at one per cent level with a coefficient value of 0.08, 0.08, 0.18, 0.22 and 0.17 respectively in plant cane and the coefficient of manure energy, fertilizer energy and irrigation energy were positive and significant at one per cent level with a coefficient value of 0.005, 0.42 and 0.12 respectively in ratoon. Both the plant cane and ratoon crop, the variables were used efficiently in Erode district.

KEYWORDS: *energy use efficiency, plant cane, ratoon, sugarcane. Energy.*



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STOCK MARKET REACTION TO DIVIDEND ANNOUNCEMENT: EVIDENCE FROM INDIA

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*Assistant Professor,

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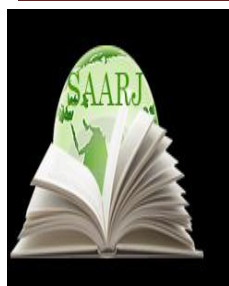
University School of Applied Management,

Punjabi University,

Patiala, Punjab, India.

ABSTRACT

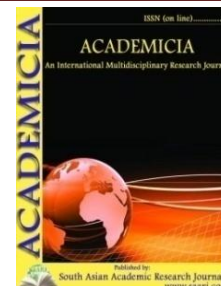
In financial markets the objective of maximizing return can only be achieved by increasing risk. The risk-return trade-off, which generally emphasize that the is higher risk associated with higher return securities and lower risk is accompanied with lower return. While investing the investor views securities from risk involved and return potential angle. Variation in prices of securities is definitely a signal of riskiness of a security. To some extent risk can be measured by analysing variations in stock prices with some tools and techniques. Variation of a security from average price is a risky signal. There are many tools and techniques of measuring variability of security prices from its standard. The best among them is standard deviation. In this research paper we have endeavoured to measure the variations which take place in stock price due to dividend announcement by companies. Announcements definitely will lead to positive and negative outcome for investors, so efforts have been made to measure variability by taking in account 5 sectors of market and 5 companies in each sector over a period of 5 years from the data base of NSE.



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KNOWLEDGE REGARDING THE PREVENTION OF HOSPITAL ACQUIRED INFECTIONS AMONG THE STUDENTS

Prempati Mayanlambam*; Akoijam Mamata Devi**

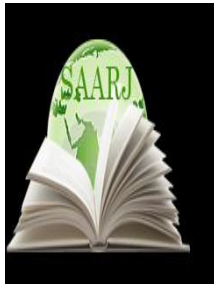
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**Assistant Professor,
Faculty of Nursing,
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ABSTRACT

A Study to assess the knowledge regarding the prevention of Hospital Acquired Infections (HAI) among the students of first year GNM from selected institute in Greater Noida, was carried out by B.Sc. Nursing 4th year students. The objectives of the study are following: To assess the knowledge score on prevention of Hospital Acquired Infections among nursing students. To find an association between knowledge score with the selected demographic variables. A total no. of 32 subjects was chosen for the study. The instrument used to generate necessary data were structured questionnaire for knowledge assessment. The research design selected for the study was non-experimental descriptive research design. It consist of 8 questions in the demographic data and 20 questions in knowledge assessment. The study was conducted at PIPRAMS Gr. NOIDA. Significant findings of study are: In the present study the researcher analyzed that 16(50%) students have good knowledge, 12(37.5%) have average knowledge, 4(12.5%) have poor knowledge whereas none of students have excellent knowledge regarding prevention of Hospital Acquired Infections. The maximum score of knowledge is 15 and minimum was 2. Total mean score of knowledge is 9.84; mean %= 3.15%; median= 11.5 and Standard Deviation= 3.24. 23(72%) of the subjects were between 17-20 years of age and 9(28%) subjects were 21years and above. Out of 32 students 16(50%) students were male and 16(50%) were female. Findings indicate that the students have average knowledge regarding prevention of hospital acquired infections.

KEYWORDS: Hospital Acquired Infection, Knowledge, Prevention, Nursing Students, Instrument.



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**THE ROLE OF BUSINESS ETHICS AND SOCIAL RESPONSIBILITY IN
ACHIEVING COMPETITIVE ADVANTAGE AND ENSURING
SUSTAINABLE BUSINESS
(AN EMPIRICAL STUDY ON COMPANIES IN UAE)**

Dr. Latha Krishnadas Mazumder*; Dr. David Jayaseelan**

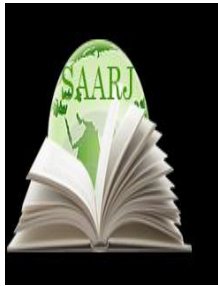
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**Faculty of Business Administration,
Al Khawarizmi International University College.

ABSTRACT

This study aimed to identify the role of business ethics and social responsibility in achieving competitive advantage through survey of respondents of managers working in senior management in industrial companies located in UAE. The sample contained (65) directors working in senior management industrial companies. The study found that there is a statistically significant effect for Business Ethics (independence and objectivity, honesty and integrity, impartiality and transparency) to achieve competitive advantage (lower cost, innovation and renewal) in the industrial companies. The results of the study also showed the presence of a statistically significant effect of social responsibility (responsibility towards the environment, responsibility towards consumers, responsibility towards the community) to achieve competitive advantage (lower cost, innovation and renewal) in the industrial companies. The study recommended the development and promotion of business ethics, and the need for the companies to identify ethical policies and distributed across the company, and training of staff to enhance their ability to cope with difficult ethical problems.

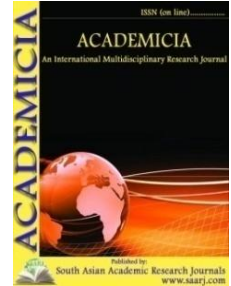
KEYWORDS: *Business ethics, corporate social responsibility, competitive advantage, industrial companies.*



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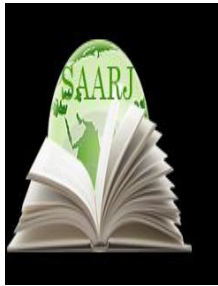
MAN MAY BE DESTROYED BUT NOT BE DEFEATED – HEMINGWAY

Dr. K.P. Ruth*

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ABSTRACT

Hemingway believes in ordinary man's stoicism that shows toughness in the face of death. He believes that men are capable to reveal positive qualities when they are faced with tragic situation. He has given expression to these ideals in bull fighting and hunting, which again are misunderstood as an exercise of the male power. The bullfights and hunters are common men whose courage and toughness is associated with the profession they follow. Hemingway's concern as a novelist is the concern of the common man. This is an inevitable aspect of the modernist literature in Europe as well as in America. Hemingway is a writer of high modernism in America, follows those trends meticulously, rather these trends come to his creative genius as a naturally as the surrounding factors affecting a man of creativity.



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**A STUDY TO SHOW THE RELATION BETWEEN CREATIVE
ACCOUNTING AND CORPORATE GOVERNANCE**

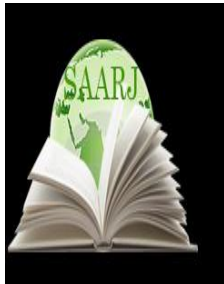
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ABSTRACT

The concept of corporate governance and creative accounting has come into picture after the big accounting scandals (Enron, WorldCom, Satyam computers etc.). Corporate governance represents the manner in which a company is directed and controlled and this aspect is closely related to creative accounting practices, ownership structure, board of director's structure, they all can encourage or discourage creative accounting practices. Corporate governance is a current issue with great impact on creative accounting. Occurrence of creative accounting is related to weakness of corporate governance. The paper is structured as follow, at first some definitions of creative accounting and corporate governance after introduction. After that role of corporate governance in detecting creative accounting practices is shown, theories of corporate governance are bring into attention to identify the nature , existence and incidences. Comparative analysis of top scandals is also shown on the basis of some corporate governance parameters. In this paper we examine the relation between creative accounting and corporate governance. Corporate governance is measured through TDI, and results that more information is provided on audit committee and for company's shareholders as compared to its Board structure and disclosure practices. Creative accounting is measured by performance indicators like Tobin's Q, ROA, ROCE, Debt/Equity. In correlation we find significant negative relationship between ROCE and leverage of firm, and significant positive relationship between P/E and leverage.

KEYWORDS: Creative Accounting, Corporate Governance, Financial Scandals, Performance ratios.



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CHINA'S LARGER GEOPOLITICAL STRATEGY OF THE HAMBANTOTA PORT PROJECT OF SRI LANKA

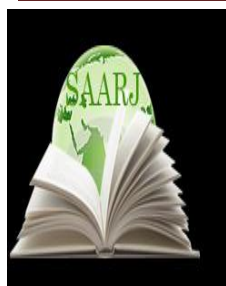
K.T. Ganeshalingam*

*Senior Lecturer,
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ABSTRACT

This article attempts to discuss how Sri Lanka is having its role in helping the country like China to have its expansion on the Indian Ocean and how it has enabled China to dominate the Indian Ocean. It also discusses how there will be a construction of diplomatic relationship between the countries lying in the Indian Ocean. The article also deals with Indian Ocean's String of pearls and Sri Lanka's Hambantota port which is considered as one part of Strings of Pearls planning technique. As a strategically situated maritime doorway to India, Hambantota is very well positioned. It is better located than any Indian port to act as a transshipment centre, because of equal-distance to, and ability to serve both, the East and the West coasts of India as well as Myanmar, Bangladesh, Pakistan, and smaller countries such as the Maldives.

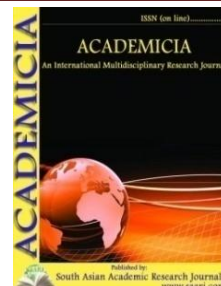
KEYWORDS: *Indian Ocean, String of pearls, Maritime silk route, Monsoon, Bunkering business, Unshakable aircraft carrier.*



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**WEBSITES: AN EFFECTIVE TOOL FOR LEARNING/ TEACHING,
LISTENING AND SPEAKING SKILLS**

Vanishree Adoni*

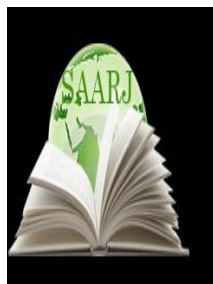
*Assistant Professor,
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ABSTRACT

With the development of new technologies, sweeping changes occurred even in the arena of educational technology. The researchers started looking at using the technology in the language teaching arena. The origins of the educational technology can be traced to the 1940's. The computers become valuable assets in the second language teaching/learning situation as they possess tremendous capacity to retain and retrieve information and when required and also have facility to store voluminous material. In order to teach any aspect of English language one usually needs to talk about like hobbies, the latest news, etc., which one needs content. Unfortunately, the content provided by the textbook is not always of interest to students and no matter how new the textbook: any information it contains which is times-sensitive eg. News, Stories, Fashion, etc. will be at least 1-2 years out of date, this being the minimum time required to publish a textbook. English language teaching (ELT) is a constantly evolving field adding innovative input into past, the change in a language used to be felt in about a decade, but the gap is reduced in this technological/ scientific age. This change can be seen a great deal on English, because of new innovation and inventions. As, English teaching in India followed a one way approach, where the language is expected to flow from the teacher to the taught. In this process, the learner is always at the receiving end, playing the role of a passive listener and a silent observer. The job of a teacher has been confined to some discourse delivery to the learner with similar objective without any kind of interaction of the learners. And the students are able to mug up and pass out the examination but not in a position to exhibit spoken skills, which are of more importance in real life situation. The fast occurring changes in English, that is, giving more importance to spoken skills, makes teaching very challenging and creating a myriad practical problems. Teaching a new language to non native speakers may be one of the most challenging educational jobs. Solution to this problem is one of the most valuable things a teachers can do is to help the students for lifelong learning.

Improved learning skills – concentrating on language skills, using time and more- are immediately useful and will continue paying dividends for a long time. One of the important and immediate solutions is online learning through websites. And can be used in the classroom teaching also. There are many changes in classroom environment, when one compares age old teaching/learning methods. But still teachers face the challenges of large population who do not speak English and have high transient rates. For this large population, becoming proficient in a new language is a very difficult transition. This new process can be frustrating and sometimes painful. Situation of fulfilling communicative needs in the employment market do not match the traditional pattern of teaching English in India. Because teaching of English language needs a variety of language experiences. One needs to hear, speak, write and read language. According to Indian context, learners can be classified as limited English Proficient (LEP) because of vernacular media. So, teaching English language requires much more than the proficiency of teacher. Becoming skilled in a new language is a very intricate transition. This course can be frustrating and sometimes painful. Students learning a new language require as much language support as possible for the language acquisition. English language learner (ELL) students need an array of language knowledge. The learners need to hear language to understand. So that one could speak, read and write meaning fully.

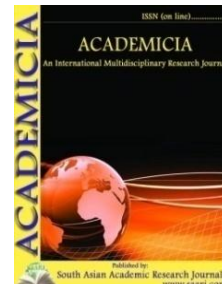
KEYWORDS: *listening skills, online learning, speaking skills, teaching, websi*



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**INTEGRATED FINANCIAL MANAGEMENT SYSTEM (IFMS),
HARYANA**

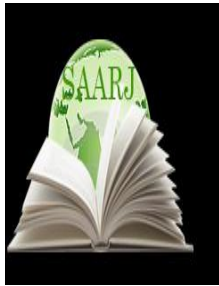
Dr. Abha Bansal*

*Associate Professor,
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ABSTRACT

Integrated Finance Management System (IFMS) is the latest development in the Finance Department of Haryana Government in the direction of making financial system more efficient, transparent and user friendly. IFMS is integration of different activities involved in preparation, execution, accounting and reporting of budgetary information. The whole system has been computerised leading to complete automation of financial management processes and has eliminated the duplication of efforts in maintaining information and bringing in consistency in decision making by sharing information. The present paper is an attempt to have a deep insight into this new system of financial administration. The data has been collected from budgetary documents and information available at the web sight of Finance Department of Haryana Government. Primary information has been collected through discussions with Government officials in Finance Department.

KEYWORDS: *Finance Management, Integrated System, Budget control, Automation.*



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TRANSPORTATION SYSTEM IN THE DEVELOPMENT OF UZBEKISTAN

Vazira Uzakova*; Concepcion Roman; Dilbar Aslanova***; Sattarova
Zuxra******

*Universidad de Las Palmas de Gran Canaria.

**Universidad de Las Palmas de Gran Canaria.

***Samarkand Institute of Economics and Service.

****Samarkand Institute of Economics and Service.

ABSTRACT

Theoretical nature of formation of transportation and logistics systems is clarified. Unbiased requirements for formation of transportation and logistics systems in Uzbekistan on the base of theoretical and methodological base, practical foreign experience were found. Transit potential of the Republic of Uzbekistan was analyzed with the purpose of finding problems and opportunities of use of transportation and logistics systems in modern worldwide transport system. Multifarious analysis of current state of railway transport, which is most perspective for creation of transportation and logistics systems in the Republic of Uzbekistan, is performed. On this case, transportation is considered as a major specific element of economy, which could be enhanced with the diffusion of clusters in order to make better synergies as whole. It makes the exchange of information and technology possible, encouraging different ways of co-ordination and collaboration within chains and service suppliers. Hence, clusters are considered as being efficient management and marketing tools for local economies of Central Asian region. These tools could be diffused in appropriate manner in order to contribute at achieving competitive advantages through local development while establishing sustainable development basis for the transport logistics.

KEYWORDS: *Transport, Economics, Uzbekistan, Clusters, Transport system.*



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**THEME OF LOVE AND LABOUR IN THE SHORT STORIES
OF ERNEST HEMINGWAY**

Dr. K.P. Ruth*

*Osmania University College for Women (OUCW),
Hyderabad, Telangana, India.

ABSTRACT

Hemingway wrote about unease and instability. His unease is that of the individual man, fearful for his own masculinity, oppressed by the need particularly to prove him. He dwells upon horrible things just to convince himself that 'he can take'. His heroes struggle in endless isolation against heavy odds, but they enjoy their struggle unconventionally and wholeheartedly like Santiago. Hemingway believes that life is full of struggle and that man is not made for defeat.



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**CREATIVE ACCOUNTING AND CORPORATE GOVERNANCE:
A LITERATURE REVIEW**

Sonia Mudel*

M.Phil. Scholar,
Department of Commerce,
Delhi School of Economics,
University of Delhi,
Delhi, India.

ABSTRACT

The concept of corporate governance and creative accounting has come into picture after the big accounting scandals (Enron, WorldCom, Satyam computers etc.). Corporate governance represents the manner in which a company is directed and controlled and this aspect is closely related to creative accounting practices, ownership structure, board of director's structure, they all can encourage or discourage creative accounting practices. Corporate governance is a current issue with great impact on creative accounting. This paper is based on how corporate governance seen as possible solution to reduce creative accounting practices. Occurrence of creative accounting is related to weakness of corporate governance. The paper is structured as follow, at first some definitions of creative accounting and corporate governance after introduction. After that motivators of creative accounting, consequence of creative accounting, techniques of creative accounting, solution to these techniques, theories of corporate governance are bring into attention to identify the nature, existence and incidences. After that relation between corporate governance and creative accounting is shown. The paper continues with a review of some code of conduct of corporate governance like SOX Act, Cadbury committee, Blue Ribbon committee, and concludes by suggesting some solutions and recommendations for this problem of creative accounting.

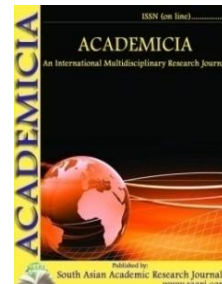
KEYWORDS: *Creative accounting, corporate governance, SOX, Code of conduct.*



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**G2C SERVICES THROUGH COMMON SERVICE CENTERS:
STUDY OF PUNJAB AND HARYANA**

Dr Ramnik Kaur*

*Department of Public Administration,
Punjabi University,
Patiala, India.

ABSTRACT

These services can be rendered by the States through common delivery platform seamlessly supported by core Connectivity Infrastructure such as State Wide Area Network (SWAN) and Common Service Centre (CSC) connectivity extended up to village level. Most importantly, offer web-enabled e-governance services in rural areas, including application forms, certificates, and utility payments such as electricity, telephone and water bills. The Government of India almost in all the states with help of State Government are implementing many e-Governance projects in order to provide quality and improved services to the citizens. The e-Governance initiatives in different states are discussed below. A separate dashboard has been created for top level & middle officers to help them in taking decisions & monitoring. Daily transactional data is also reported to National e-Services Dashboard through web service

KEYWORDS: *E-governance, establishment, infrastructure, especially, initiatives*

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